

Exhibit 4



MEMORANDUM

TO: Distribution
FROM: Mark Erlichson, Eric Dwyer
DATE: October 11, 2007
SUBJECT: NHL NETWORK and NHL.COM – April 2007 comScore Traffic Analysis

The NHL.COM Network delivered 7,719,719 unique visitors during April. That's a 38% increase from last April's total of 5,604,596 and a 47% increase from April 2005's total of 1,337,473. Overall, the network ranked 1st among Canadian sports websites, 12th in the U.S and 10th Worldwide. NHL.COM Network and NHL.COM both recorded record levels of traffic in the U.S., Canada and Worldwide in April 2007.

NHL.COM

NHL.COM delivered 5,644,980 unique visitors Worldwide. That's a 48% increase from last year's UV total of 3,825,372 and a 919% increase from April 2005's total of 554,037. In the U.S., NHL.COM was up 37% from last year. NHL.COM was up 48% both in Canada and Worldwide.

In terms of page views NHL.COM had 266,117,766 Worldwide page views during April. That's a 1% increase from last year's 264,237,480 and a 4593% increase from April 2005's 5,670,274. U.S. page views were down 2% from last year. Canadian page views were up 26%.

	unique visitors					page views				
	Apr 07	Apr 06	Apr 05	Chg	Chg	Apr 07	Apr 06	Apr 05	Chg	Chg
U.S.	1,936,493	1,408,502	219,176	37%	784%	49,446,618	50,596,556	2,122,317	-2%	2230%
CAN	2,404,586	1,624,340	194,894	48%	1134%	158,127,438	125,498,360	2,332,647	26%	6679%
WW	5,644,980	3,825,372	554,037	48%	919%	266,117,766	264,237,480	5,670,274	1%	4593%

NHL.COM NETWORK

The NHL.COM Network attracted 7,719,719 unique Worldwide visitors in April. That's a 38% increase from last year's 5,604,596 total and a 477% increase from April 2005's 1,337,473. The network experienced a 23% increase in the U.S., a 44% increase in Canada and a 38% increase Worldwide.

In terms of page views, the network's total of 422,188,838 Worldwide page views was up 14% from last year's 370,710,139 and up 1433% from April 2005's 27,541,920. U.S. Page Views were up 7% from last year. Canadian page views increased 42%.

UNIQUE VISITORS					PAGE VIEWS					
	APR 07	APR 06	APR 05	CHG		APR 07	APR 06	APR 05	CHG	CHG
U.S.	3,038,046	2,475,090	604,617	23%	402%	96,690,654	90,774,409	11,724,539	7%	725%
CAN	3,079,520	2,140,176	432,316	44%	612%	250,084,020	176,494,262	9,449,283	42%	2547%
WW	7,719,719	5,604,596	1,337,473	38%	477%	422,188,838	370,710,139	27,541,920	14%	1433%

AFFILIATE SITES

Below, is a list of how each of our affiliate sites fared in terms of unique visitors. Worldwide, the three most popular affiliate sites in April were THEAHL.COM, CROSBY87.COM and ECHL.COM.

WORLDWIDE, U.S. AND CANADA RANKS

Below, is a rank of the top Sports websites in the U.S., Canada and Worldwide for April 2007. As you can see, the NHL.COM Network finished 12th in the United States, 1st in Canada and 10th Worldwide.

UNITED STATES	CANADA	WORLD WIDE
ESPN	19,995,848	NHL.COM NETWORK
FOX SPORTS ON MSN	16,470,609	TSN/RDS
MLB.COM NETWORK	13,939,785	ESPN
NFL.COM NETWORK	8,991,975	SYMPATICO - MSN SPORTS
NBA.COM NETWORK	5,905,642	WWE NETWORK
CSTV: COLLEGE SPORTS TV	5,159,683	NBA.COM NETWORK
CBS SPORTSLINE	4,935,234	FOX SPORTS ON MSN
WWE NETWORK	4,886,566	MLB.COM NETWORK
NASCAR.COM	4,751,574	FUN TECHNOLOGIES
SI.COM	4,733,464	SPORTSNET.CA
THE ACTIVE NETWORK	4,056,610	CBS SPORTSLINE
NHL.COM NETWORK	3,038,046	SI.COM
FUN TECHNOLOGIES	2,119,402	NFL.COM NETWORK
SCOUT.COM	2,039,736	
RIVALS.COM	1,692,563	
U.S OLYMPIC TEAM SITES	1,407,698	
PGA.COM	657,707	
FANSEDGE.COM	639,301	
FOOTBALLFANATICS.COM	613,109	
NCAA	545,834	
		QQ.COM SPORTS
		CBS SPORTSLINE
		CSTV: COLLEGE SPORTS TV
		NASCAR.COM
		THE ACTIVE NETWORK
		CRICINFO.COM
		MSN SPORTS INTERNATIONAL

OTHER SPORTS LEAGUES AND WEBSITES

On a Worldwide scale, the other league networks (NBA.com Network, NFL.com Network and MLB.com Network) were all up from April 2006. The NBA.com Network experienced the largest year over year change (39%).

Looking specifically at the other league home pages, NBA.com, NFL.com and MLB.com were all up from last year on a Worldwide basis.

Looking at the major sports portals, ESPN.com, Foxsports.com and Sportsline.com were up from April 2006. Foxsports.com (17%) and ESPN.com (14%) were the two largest Worldwide gainers from 2006.

NETWORKS

SPORTS NETWORKS	UNITED STATES		CANADA		WORLD WIDE				
	APR 07	APR 06	CHG	APR 07	APR 06	CHG	APR 07	APR 06	CHG
NHL.COM NETWORK	3,038,046	2,475,090	23%	3,079,520	2,140,176	44%	7,719,719	5,604,596	38%
NBA.COM NETWORK	5,773,508	5,656,805	2%	700,146	373,647	87%	16,864,050	12,101,617	39%
NFL.COM NETWORK	8,991,975	9,190,569	-2%	300,760	302,272	-1%	10,511,407	10,417,915	1%
MLB.COM NETWORK	13,939,785	13,531,499	3%	591,819	540,912	9%	16,911,609	16,066,231	5%
SPORTSLINE NETWORK	4,935,234	5,987,212	-18%	366,392	434,999	-16%	6,282,096	7,873,224	-20%

HOME PAGES AND SPORTS PORTALS

	UNITED STATES		CANADA		WORLD WIDE				
	APR 07	APR 06	CHG	APR 07	APR 06	CHG			
NHL.COM	1,936,493	1,048,502	85%	2,404,586	1,624,340	48%	5,644,980	3,825,372	48%
NBA.COM	4,696,610	3,820,643	23%	641,364	296,133	117%	15,444,421	7,702,538	101%
NFL.COM	5,031,933	5,384,336	-7%	211,518	208,524	1%	5,856,592	6,152,367	-5%
MLB.COM	10,315,441	8,140,824	27%	437,946	392,409	12%	12,514,591	10,190,759	23%
ESPN.COM	19,951,920	18,715,992	7%	1,134,529	991,621	14%	35,108,492	30,729,606	14%
FOX SPORTS ON MSN	16,470,609	16,373,207	1%	653,797	555,645	18%	22,339,191	19,087,286	17%
SI.COM	4,733,464	6,018,607	-21%	822,873	307,114	168%	6,761,362	7,882,059	-14%
SPORTSLINE.COM	4,393,062	4,234,138	4%	335,457	260,931	29%	5,573,295	5,235,617	6%

TEAM SITES

Below, is a summary of how each of our team sites performed in April. The top three team sites, in terms of Worldwide unique visitors, were VANCOUVERCANUCKS.COM, SABRES.COM and CANADIENS.COM. SABRES.COM experienced the largest year over year change (119%).

	UNITED STATES		CANADA		WORLD WIDE		WORLD WIDES-T-D		
	APR 07	APR 06	APR 07	APR 06	APR 07	APR 06	2006-07	2005-06	CHG
ANAHEIMDUCKS.COM	93,260	74,556	134,294	71,946	305,503	190,709	203,040	139,837	45%
ATLANTATHRASHERS.COM	87,865	75,601	54,558	76,918	172,021	166,171	159,578	135,728	18%
BOSTONBRUINS.COM	63,860	74,638	41,304	55,763	118,216	136,652	212,265	194,121	9%
CALGARYFLAMES.COM	35,346	26,618	284,794	239,677	365,862	323,359	298,538	235,419	27%
CANADIENS.COM	55,291	49,180	357,548	325,759	474,357	416,675	476,983	299,787	59%
CAROLINAHURRICANES.COM	38,117	96,433	7,388	73,022	49,388	190,615	134,817	147,606	-9%
CHICAGOBLACKHAWKS.COM	38,510	42,920	19,701	26,388	74,154	84,184	162,790	113,767	43%
COLORADOavalanche.COM	66,909	137,977	48,645	84,964	144,542	271,602	159,491	185,998	-14%
COLUMBUSBLUEJACKETS.COM	21,804	34,319	13,831	17,724	54,174	67,775	97,517	102,296	-5%
DALLASSTARS.COM	119,132	154,481	86,779	41,463	235,565	219,547	189,051	172,666	9%
DETROITREDWINGS.COM	228,115	275,450	118,017	101,288	381,054	407,372	254,544	266,570	-5%
EDMONTONOILERS.COM	19,308	38,434	136,578	248,961	165,542	302,286	301,715	214,738	41%
FLORIDAPANTHERS.COM	24,046	36,582	12,177	12,762	47,092	53,536	109,265	70,815	54%
LAKINGS.COM	26,603	43,157	13,277	29,365	67,756	82,381	101,841	92,956	10%
MAPLELEAFS.COM	38,664	58,736	331,138	236,504	439,151	335,885	562,934	334,011	69%
NASHVILLEPREDATORS.COM	68,139	69,239	57,750	47,514	141,069	130,674	166,152	113,400	47%
NEWJERSEYDEVILS.COM	162,015	120,802	109,597	54,398	290,710	193,804	203,557	127,639	59%
NEWYORKISLANDERS.COM	133,981	58,103	99,745	12,568	259,005	89,725	188,234	105,123	79%
NEWYORKRANGERS.COM	234,807	163,093	61,825	37,347	344,108	224,278	268,228	220,587	22%
OTTAWASENATORS.COM	49,717	26,171	180,686	152,812	248,490	204,175	178,310	180,535	-1%
PHILADELPHIAFLYERS.COM	77,018	215,499	36,761	43,049	126,309	294,765	210,816	253,498	-17%
PHOENIXCOYOTES.COM	20,479	33,627	19,278	20,720	53,041	58,595	109,504	97,327	13%
PITTSBURGHPENGUINS.COM	273,992	73,026	145,085	49,672	444,585	135,019	366,736	206,948	77%
SABRES.COM	280,494	161,145	133,421	62,449	476,406	243,080	361,941	165,436	119%
SANJOSESHARKS.COM	123,934	118,782	64,174	67,298	200,228	209,205	155,218	118,394	31%
STLOUISBLUES.COM	26,277	41,126	18,177	19,782	53,002	71,404	102,154	94,569	8%
TAMPABAYLIGHTNING.COM	45,121	67,148	46,471	71,700	101,783	153,036	99,556	93,888	6%
VANCOUVERCANUCKS.COM	50,259	23,434	633,531	291,005	793,831	340,558	507,779	442,462	15%
WASHINGTONCAPITALS.COM	43,391	32,242	28,771	34,037	110,442	73,302	148,132	125,857	18%
WILD.COM	140,709	61,824	41,500	27,378	226,334	106,707	201,118	140,798	43%